



Seminar Kebangsaan
Teknologi Maklumat
Di Perpustakaan
3 - 5 Ogos 2010



Dibentangkan Di
Seminar Kebangsaan Teknologi Maklumat Di Perpustakaan
Anjuran Perpustakaan Sultanah Bahiyah, Universiti Utara Malaysia

Sesi 3 : Pengurusan Ilmu
4 Ogos 2010 | 11.00 – 1.30 petang | Bayview Hotel, Pulau Pinang

INDIGENOUS KNOWLEDGE MANAGEMENT – MULTIMEDIA CAPTURE OF ORAL HISTORY (NEW LAMPS FOR OLD)

Oleh / By

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INDIGENOUS KNOWLEDGE MANAGEMENT – MULTIMEDIA CAPTURE OF ORAL HISTORY

Abstract:

The history or origins of a village has always been transmitted through oral storytelling by the older generations who have lived in that village for a long time. In order to collect and preserve this tacit knowledge, Perbadanan Perpustakaan Awam Selangor (PPAS) the Selangor State Public Library, in collaboration with Discovery Research Consultant Management Sdn. Bhd and Unit Perancang Ekonomi Negeri Selangor (The Selangor State Economic Unit) decided to collect oral histories of villages in Sabak Bernam, which is one of the districts in Selangor, a state in Peninsular Malaysia. With the realization that knowledge is a core resource, they captured and documented all the oral histories (tacit knowledge) into a book (explicit knowledge) called “KOLEKSI CERITA RAKYAT: DAERAH SABAK BERNAM”. Through the oral histories told to them by the older inhabitants, they managed to collect 53 stories of villages in Sabak Bernam. Though the PPAS initiatives were good, the book failed to catch the younger generation’s attention. Now in conjunction with the Faculty of Creative Multimedia, Multimedia University, they have taken one step further by converting the book into animation format

Introduction

This is not intended to be a theoretical paper, but a demonstration of repurposing explicit knowledge, in this case a book, into media rich material with greater potential.

It is important to state at the outset that this is not an exercise to demonstrate the limitations of books, indeed the imaginary capacity of books over other media is acknowledged. Watching ‘Eclipse’ has turned out to be a major disappointment for many who previously read the book, and there are innumerable other examples.

Background

The stories of place names in Malaysia are based on close observation and understanding of the geographical and historical features of the villages, and also the legends and myths that are associated with particular places. Most villages are named according to these stories. Oral histories represent unique collective tacit knowledge which is valuable and should be passed on to the younger generations. Otherwise, all the important historical and social record in these stories will disappear forever. This is a time when the culture and heritage of Malaysia is assuming a significant role for the society and is acknowledged as such by the national and state governments.



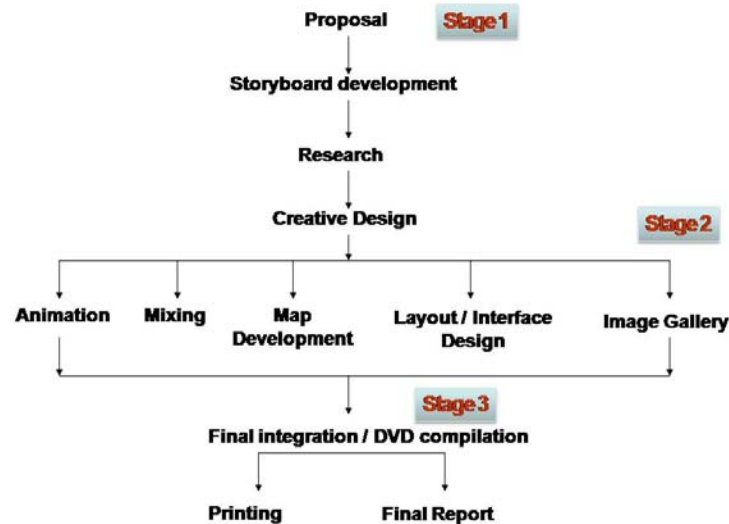
The Selangor State Public Library (PPAS) believes that animation is a suitable knowledge transference tool especially in this new global era to educate younger generations who have an affinity with multimedia. Animation can also be seen as a method to preserve the stories of Sabak Bernam district for future generations and at the same time help to instill a love for reading amongst children and young adults. The process of storing these animated stories can also become a benchmark for efficient and effective knowledge leverage.

In order to transform the book into an animated story, PPAS under their Knowledge Management Unit approached the Knowledge Management Centre, Faculty of Creative Multimedia to seek for collaboration in the area of animation technology.

Project Brief

In this project, the processes involved storyboard development, character modeling, animation development and embedding voice over and sound effects. The purpose of the collaboration is not only to produce an animation product but also to share and transfer knowledge between the two organizations.

There are many types of animation techniques available. For this project, The KM Centre of the university decided to use silhouette animation. Traditionally, it is a form of cut out animation, that involves the frame-by-frame moving of cutout shapes on an animation stand and this technique has been used since 1940s in Eastern Europe. With the evolution of technology and software applications (Macromedia Flash), this technique has improved vastly. Silhouette animation will give the feeling of 'wayang kulit' but in a digital version. The usage of this technique not only preserves our ancestors' oral history but also introduces our Malaysian local animation ('wayang kulit') in a digital form to the world.



Stage 1

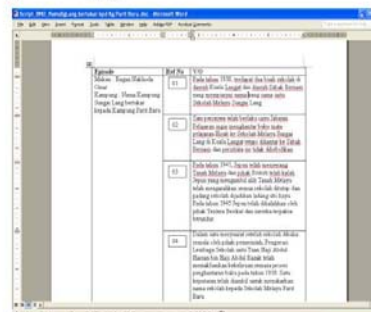
Proposal

- Project offered by PPAS on 14 November 2006 to develop "Koleksi Animasi Cerita Asal-Usul Daerah Sabak Bernam"
- This is a collaboration between PPAS and Multimedia University through Knowledge Management Centre with the help of FCM and MMUCreativista
- About the project:
 - to convert 54 legend and folk stories from the book entitled 'Koleksi Cerita Rakyat Daerah Sabak Bernam' to DVD-based digital animations



Stage 1

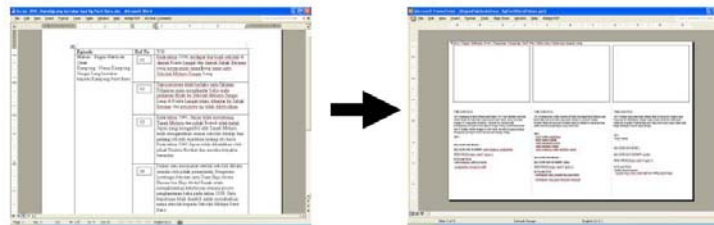
Scripting



- Translated stories and tales from the book into scripted format
- Hours involved 35 = approximately 2 days
- The scripting is for voiceover purposes

Stage1

Storyboarding



- Converted finished scripts into storyboards outlining scenes with sketches and voiceovers
- Duration: approximately 20 days
- The storyboards help animation developers to identify number of characters involved in the animations, background sceneries, maps, background music and historical resources (mosque, tombak, keris, etc)

Field Research

- Gathered pictures and verbal stories on the actual places in the book
- With help from En Fitri (KEMAS)
- The pictures taken were given to Creative Director and animators as a guideline to ensure authenticity of graphic illustrations
- The images were also compiled into an Image Gallery for the DVD



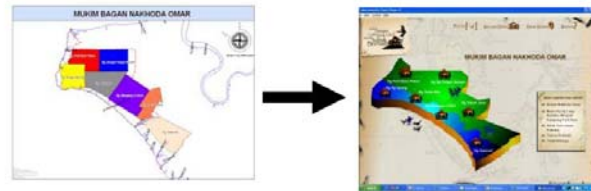
Image Gallery



- Pictures taken were compiled into an image gallery.
- The purpose of this gallery is to show viewers actual images from the animations
- This project was developed by three staff from KMC. Captions were provided by PPAS team
- Processes involved in the development were:
 - Pictures selection, editing and categorization
 - Pictures compilation into the application
 - Interface design

Stage 2

Main Map Development



- Actual county maps outlining each village involved in the stories were obtained with the help of UPEN Selangor
- Involved drawing and tracing of the maps toward the creation of a stylized animated version
- The District Office of Sabak Bernam as well as the Monograph Dept of Selangor Library were also consulted to sort out any discrepancies

Stage 2

2D Map



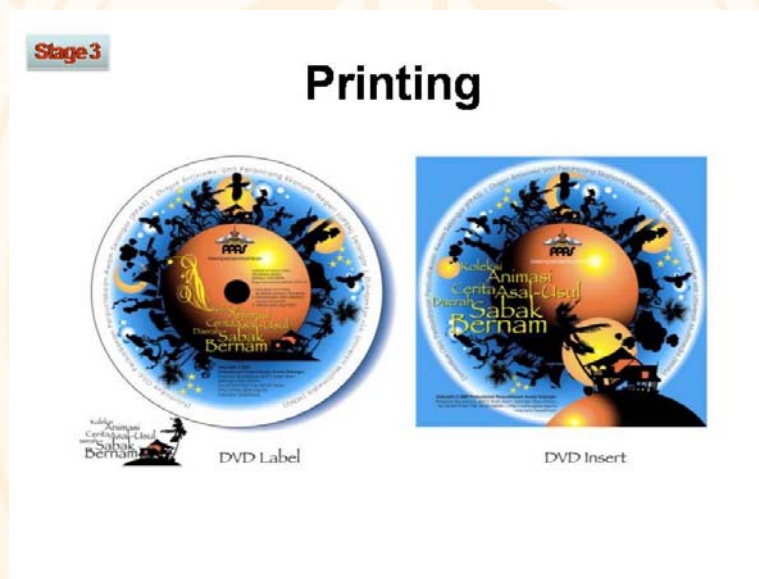
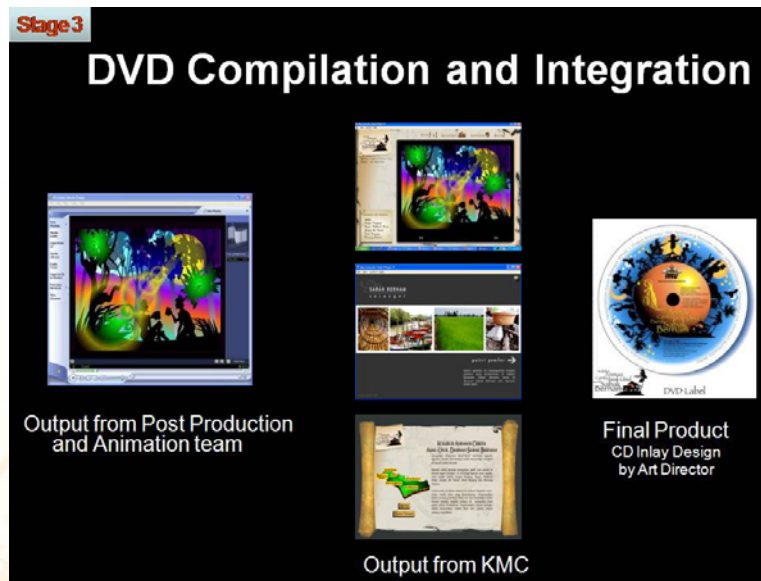
- Stylized 2D maps were also incorporated within the animations to help identify the location of each story
- Animations added to the maps to illustrate event locations and their surroundings, to add to the visual effect

Stage 2

Layout / Interface



- Introductory montage and fully-interactive menu and maps (district as well as counties) for easy navigation



Conclusion

The process of transferring tacit to explicit knowledge in this project involves capturing storytelling from a paper-based format and then putting it into a multimedia-rich format. It will ensure both the safe-keeping of, and interest in, our history for future generations.

This approach need not be restricted to historical archiving. In many organizations, transferring tacit to explicit knowledge, by capturing employees' experiences using video, audio, multimedia or animation formats has growing interest. The reason is simple – when experienced employees leave they take their knowledge with them; 'knowledge evaporation'. By capturing and storing their knowledge, this can be replayed, re-learned and re-used.

KNOWLEDGE TRANSFER PROCESS

SAMPLE OF SILHOUETTE



Oral History
(Tacit Knowledge)



Book
(Explicit Knowledge)

CD Based Animation
(Explicit Knowledge)

History or origins of a village has always been transmitted through oral storytelling by the older inhabitants.
Picture of a Sabak Bernam veteran showing and telling stories about one of Sabak Bernam's village.

Oral histories have been captured and documented into a book called
"KOLEKSI CERITA RAKYAT:
DAERAH SABAK BERNAM"

Converting book
(explicit knowledge)
into a CD based
animation (explicit
knowledge)





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Transformasi Perpustakaan Melalui Teknologi Maklumat